

# INTRODUCTION

In relation to other sciences, economy is characterised by gradually development. Yet, according to results of economic science in last period, it is easy to see new ways in economic theory and practice. One of such results is marketing.

Marketing like new branch of science is not fully studied and examined, in its' theoretical part and as well in practice. Many reasons were those essential thing for marketing-conception leading-in in practice. But, the main reason lies in fact that by development of goods production, and by market satiety with goods, balance between demand and supply is established in the course of time. In such conditions, selling conception is not in situation to satisfy needs of keen competition at free market.

Because of that, manufacturers started looking for more efficient forms and methods for work on market. So, selling conception (realisation) was replaced by marketing conception. Marketing conception was at first in full volume presented like successful at big corporations and multinational companies. Theoretical work out in details of problem and finding-out adequate practical resolves have been done on example of big companies.

These systems have meant solid base for checking practical application of theoretical resolves of marketing. In the same time, in world economy, tendency of reducing medium firms has being appeared. Great economic systems are adapting to requests and dynamic of environment harder and harder. So, begins process of forming small economic systems with technological and personnel potential of high quality, who are ready to replace orientation and satisfy new requests of market in short time. Today it is known that companies with high possibility of manoeuvre and orientation to market requests, function efficient.

Even word "flexibility" was appeared, and means that some subject is capable for orientation and manoeuvre according market requests.

Beginning from that, question about practical usage of marketing conception in medium and small firms, is asked. Analysis of methods and ways of marketing conception usage, based on firm situation, is main task of this handbook. Material in this book gives an answer on question what role and meaning of enterprise marketing conception in process of correlation between production sphere and process of reproduction, is.

Marketing is product of developed economic thought in countries with rational economy.

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Because of that, in former socialistic countries, meaning and role of marketing are interpreted on various ways: from negative to general and full affirmation and usage.

Some discard marketing and do not confess its' role, presume marketing as product of "capitalistic" origin. The others, try to use marketing in those countries strictly, do not care about sphere of marketing functioning, i.e., economy of socialistic "origin".

Those extremes are wrong and harmful.

Today with safety we can say that marketing is accepted and needed to economy of former socialistic countries.

But it is true, as well, that through usage marketing is changed and is enriched by new forms and elements, adequate to requests of countries and their economy.

With no mater on tempestuous development of small enterprise in recent time, enterprise marketing (it means marketing for small and medium firms) is not enough present in literature, especially in training literature. There is not enough experience in practical checking of enterprise marketing. So to reader is presented one the first books written about enterprise marketing, and is consisting of: modified expose about marketing in relation to problems of small firms; expose about enterprise marketing checked in practice of development and activity of company "Braca Karich"; material is given in training form and style. By these characteristics synthesis, the book is useful for wide circle of readers: entrepreneurs, students, as well listeners of various education institutions.